

Singapore

Ellery Creek Big Hole,
West MacDonnell National Park

Different in every sense



Snapshot of Singaporean visitation

Visitors



3,000

Nights



60,000

Expenditure



\$14m

Average length
of stay (nights)



17.3

Average spend
per trip



\$4,169

Appealing NT Experiences



1. Natural Wonders



2. Indigenous Food Experiences



3. Walking Tours

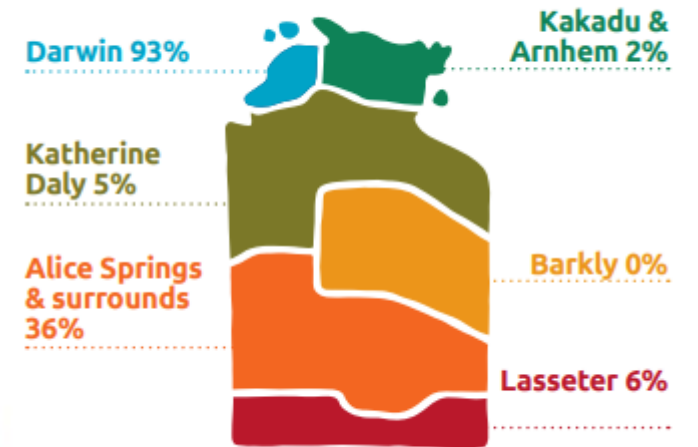


4. Exploring wilderness



5. Cultural Immersions

Visitor dispersal to NT regions



Different in every sense

Focus for the next 12 months

- Launch of new Qantas – Singapore – Darwin flights March 25
- Introducing the Red Centre to the market
- Top End getaway
- Grow NT product into trade programs

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Thank you

Bitter Springs, Katherine

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